



FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE

ENT 600 CASE STUDY REPORT



OH MY CAKE (OMC)

COMPANY ANALYSIS

PREPARED BY:

NUR AIN NATASYA BINTI AB RAUF (2019707619)

PREPARED FOR:

MISS AZZAH AMRAN

-D2CS2914A-

ACKNOWLEDGEMENT

Greatest and ultimate gratitude to Allah S.W.T, the Most Beneficent and the Most Merciful. May Allah pardon and forgive our weakness and bestow us with knowledge and help. I am also would like to extend my appreciation to all those who have made this project a success in one way or another. To mention a few, I would like to express highest gratitude and thanks, to my lecturer, Miss Azzah Amran for the support, advices and consistent guidance throughout the completion of this case study report.

I am also indebted to the owner of OH MY CAKE, Mr. Muhammad Nazree Othman who had participated in the interview for this case study. I could not have done it without the help from him. Last but not least, many thanks to my parents and friends for give any kind of advice and knowledge in completing this report.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	1
TABLE OF CONTENTS	2
LIST OF FIGURES	3
LIST OF TABLES	3
CHAPTER 1: INTRODUCTION	4
CHAPTER 2: COMPANY INFORMATION	5
2.1 COMPANY BACKGROUND	5
2.2 ORGANIZATIONAL STRUCTURE	6
2.3 PRODUCTS/SERVICES	7
2.4 TECHNOLOGY	10
2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY	11
2.5 FINANCIAL ACHIEVEMENTS	12
CHAPTER 3: COMPANY ANALYSIS	14
3.1 SWOT	14
3.2 SWOT ANALYSIS EXPLANATION	15
CHAPTER 4: FINDINGS AND DISCUSSION	17
CHAPTER 5: CONCLUSION	18
CHAPTER 6: RECOMMENDATION AND IMPROVEMENT	19
CHAPTER 7: REFERENCES	20
CHAPTER 8: APPENDICES	21

LIST OF FIGURES

	PAGE
Figure 1: OH MY CAKE (OMC) Organizational Structure	6
Figure 2: OH MY CAKE monthly sales	13
Figure 3: SWOT Analysis of OH MY CAKE	14

LIST OF TABLES

	PAGE
TABLE 1: OH MY CAKE SALES PER MONTH IN ONE YEAR	12

CHAPTER 1

(INTRODUCTION)

Entrepreneurship is a process of innovation and new venture creation through four major dimensions that is individual, organizational, environment and process. According to Richard Cantillon (1755), an entrepreneur is a person who undertake to do a job. Entrepreneurship involves not only the process that leads to the setting up of a business entity but also the expansion and development of ongoing concern.

This study is conducted to obtain some information about how a business was started and what kind of technology that the company has been used. The target of this study is to interviews small business that used any type of technology in operating the company. This study will be more focus on the technology used, sales and the strategy of the business such as their marketing and operational strategy. I will also highlight the major strengths and weaknesses, the opportunities and the threads that faced by the owner of the business using SWOT analysis. The study will comment on the prospects of the company and make recommendations that would improve sales of the business performance.